GNI Mullana
https://www.gni.edu.in/

SEO AUDIT REPORT

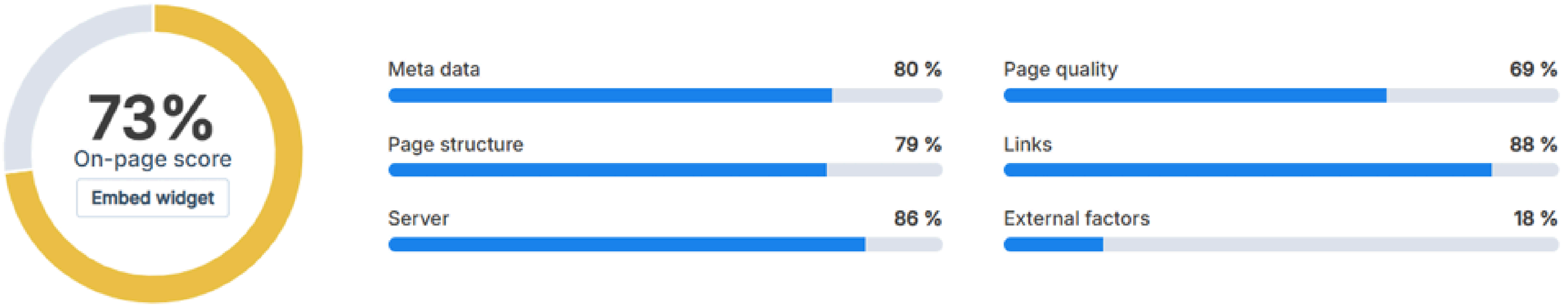
BY : Harleen Kaur

overview

This audit evaluates GNI Mullana College's academic, administrative, financial, and operational processes. The report identifies key areas such as governance, internal controls, compliance, infrastructure, and resource management, while highlighting opportunities to improve operational efficiency, transparency, institutional performance, and overall quality through targeted recommendations.

SEO SCORE ↗

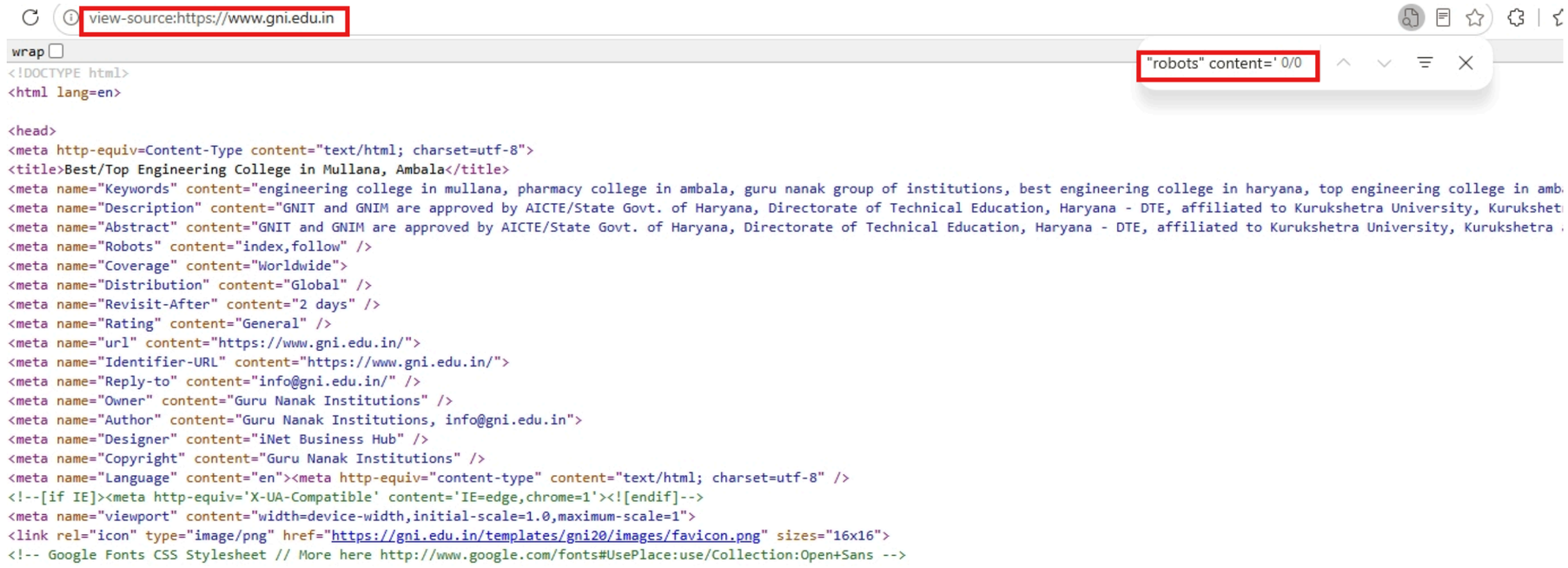
SEO score is a composite metric (0–100) that evaluates a website’s compliance with search engine optimization best practices across on-page, technical, and off-page factors, indicating its potential to rank in SERPs (Search Engine Results Pages) of Google. The current SEO score is 73 (Shown in the image), reflecting the site's strengths and areas that need improvement.



TECHNICAL SEO

CRAWLABILITY: PASSED

Determines whether search engine bots can access and read the content of your site. If pages are blocked or hidden, they won't appear in search results. Pages must have the correct meta tags (e.g., noindex) and not be blocked in robots.txt



Observation :

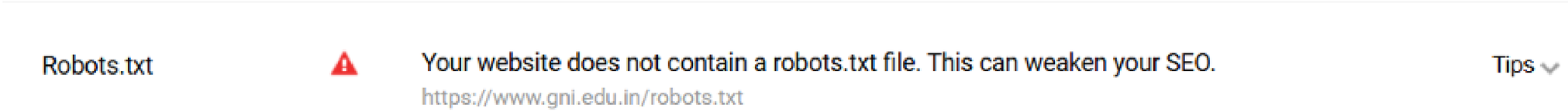
We have analysed that the website is accessible to search engine bots and crawlabilty is working properly.

Recommendation :

No action reqiured.

ROBOTS.TXT: FAILED

Robots.txt is a file that guids search engine bots on which parts of a website they can crawl and index. It helps improve website crawl management and SEO.



Observation :

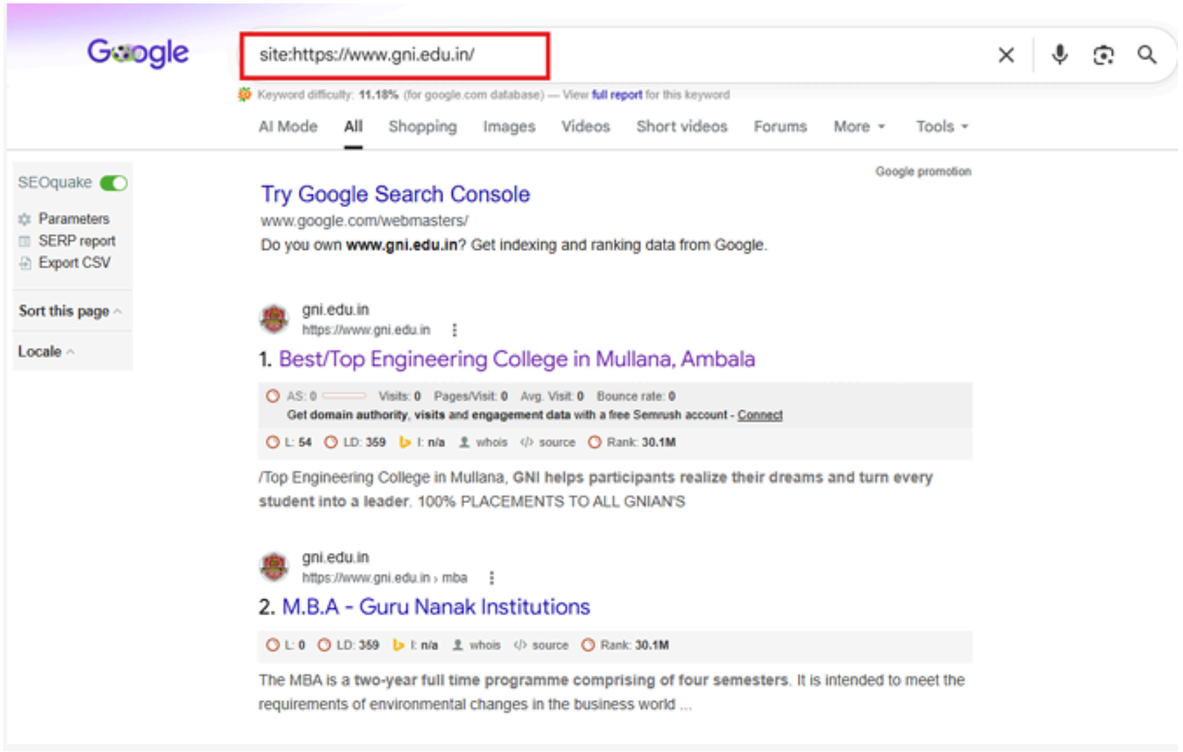
Robots.txt file is not found (404 Error) on the website.

Recommendation :

Create and upload a valid robots.txt file in the website’s root directorybto guide search engine crawlers.

INDEXABILITY : PASSED

Checks if crawled pages are indexing in the search engines.



Observation :

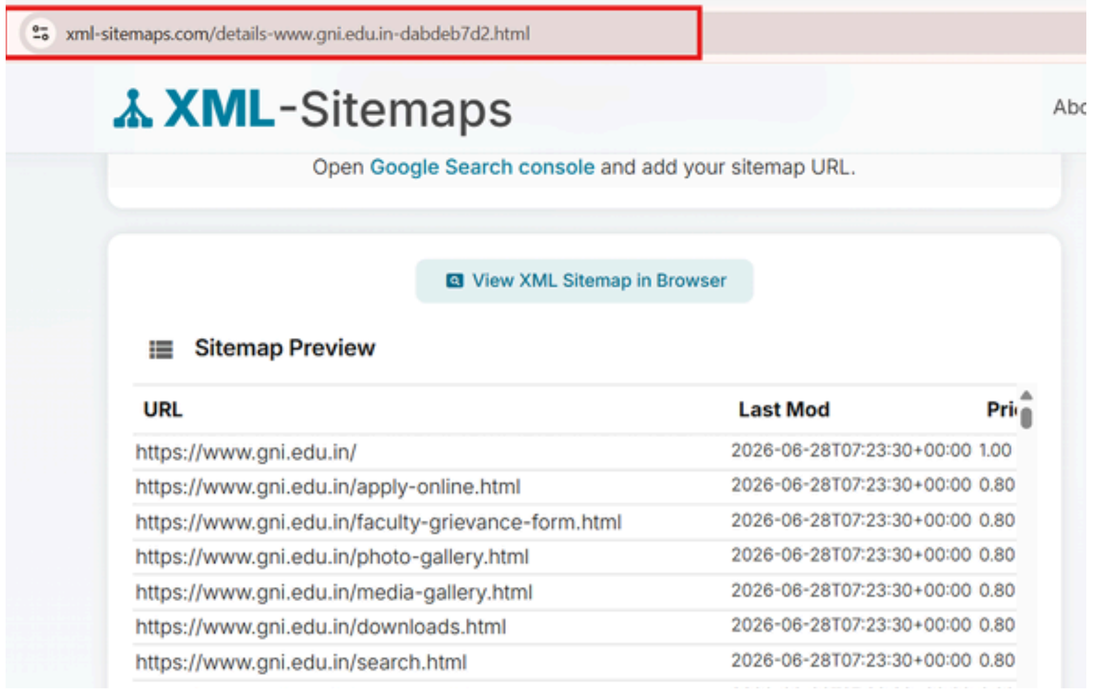
Website pages are properly indexed by search engines.

Recommendation :

No action reqiured.

XML SITEMAP:PASSED

A structured list of a all important URLs on your website, submitted to search engines to guide their indexing.

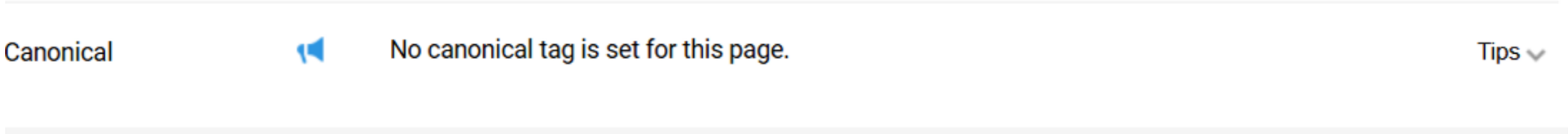


Observation:
XML sitemap is present, valid, and successfully detected by search engines.

Recommendation:
regularly update the XML sitemap and resubmit it after major website changes..

CANONICAL TAGS : FAILED

A structured list of all important URLs on your website, submitted to search engines to guide their indexing.



Observation:

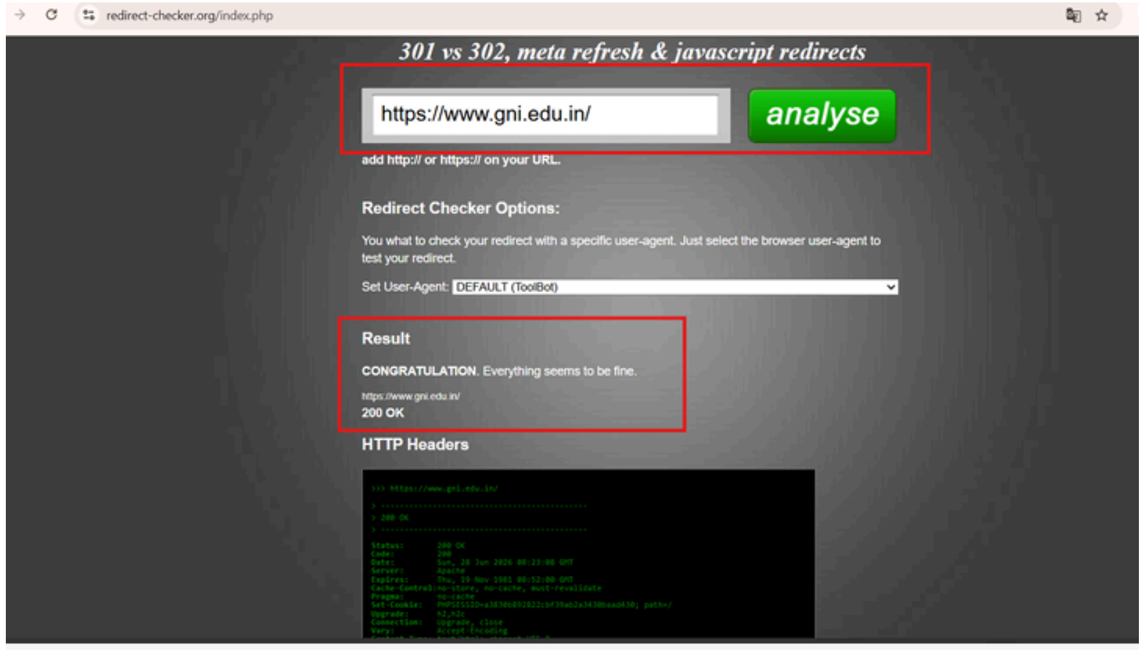
Canonical tags is missing from the webpage, which may lead to duplicate content and indexing issues.

Recommendation:

Add a self- referencing canonical tag to prevent duplicate content and improve SEO.

REDIRECT (301,302) : PASSED

301 redirects are permanent and pass SEO value; 302 are temporary and genrally don’t. They help maintain link equity during URL changes or migrations.


redirect-checker.org/index.php
301 vs 302, meta refresh & javascript redirects
https://www.gni.edu.in/
analyse
add http:// or https:// on your URL.
Redirect Checker Options:
You what to check your redirect with a specific user-agent. Just select the browser user-agent to test your redirect.
Set User-Agent: DEFAULT (ToolBot)
Result
CONGRATULATION. Everything seems to be fine.
https://www.gni.edu.in/
200 OK
HTTP Headers

Observation :

NO 301/302 redirects detected; the webpage returns 200 OK..

Recommendation :

Maintain proper 301 redirects only when URLs are permanently changed to preserve SEO value.

LOAD TIME & PERFORMANCE:

PASSED

Load Time and Performance measure how quickly a website loads and responds. Faster loading, smaller page size, and fewer requests improve user experience and SEO rankings.

Performance grade	Page size
C 71	4.2 MB
Load time	**Requests**
5.07 s	111

Observation:

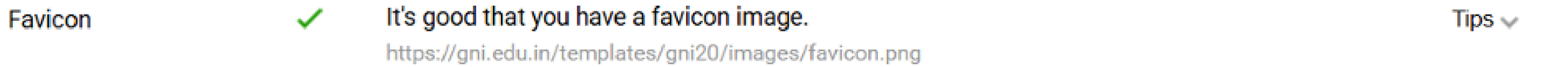
Website performance is below the recommended level due to high page size, slow load time, and too many requests.

Recommendation:

Optimize images, reduce HTTP requests, and enable caching and file compression to improve loading speed and SEO.

FAVICON TEST: PASSED

Favicon icon is the small icon that appear in a browser tab next to a website’s tittle . It enhance brand user recoginition and improve user expriences, indirectly supporting SEO through trust and professionalism.



Observation:

Favicon is properly implemented and visible across pages for Google.

Recommendation:

No action required

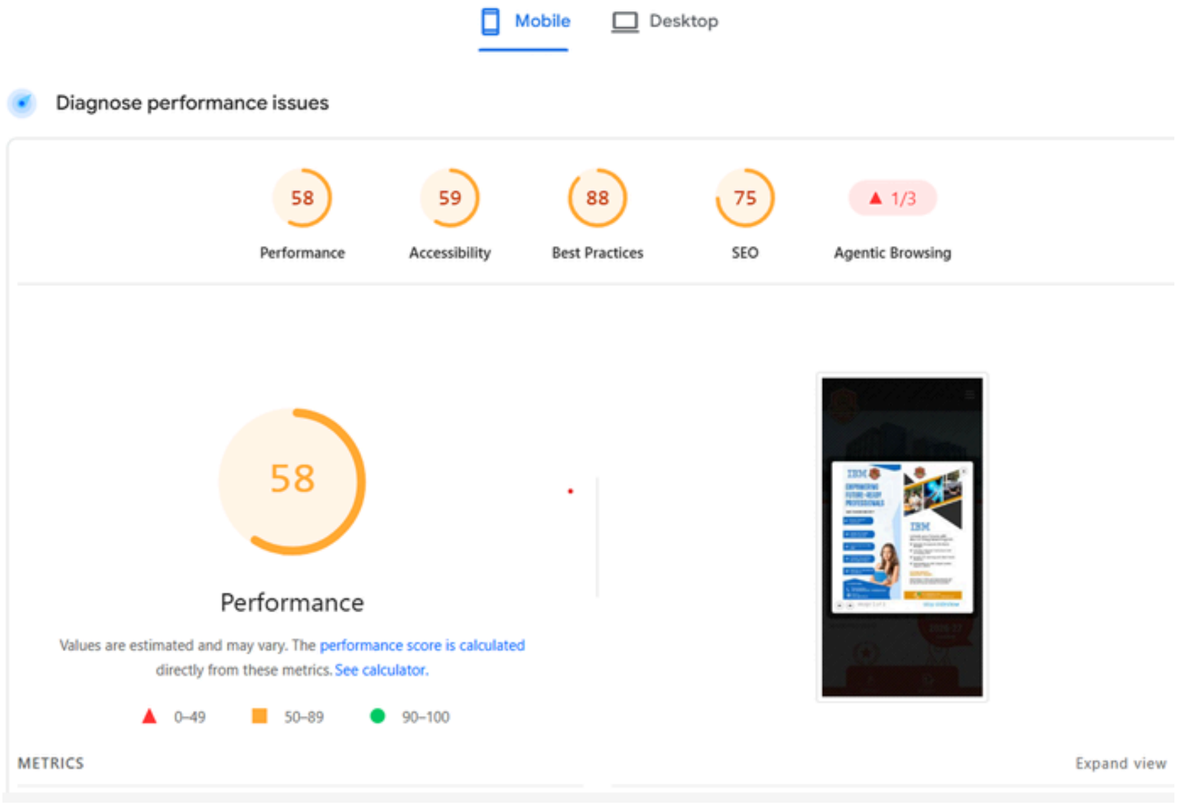
CORE WEB VITALS

Core web vitals are Google’s page speed metrics:

LCP (load time), FID (interactivity), CLSv(visual stability) impacting user experience and SEO ranking.

MOBILE PERFORMANCE: FAILED

Mobile performance is visit for SEO, as Google prioritizes mobile-friendly, fast loading sites. Poor responsiveness increases bounce rates and hurts rankings. Optimizing mobile speed and usability both user experience and search visibility.

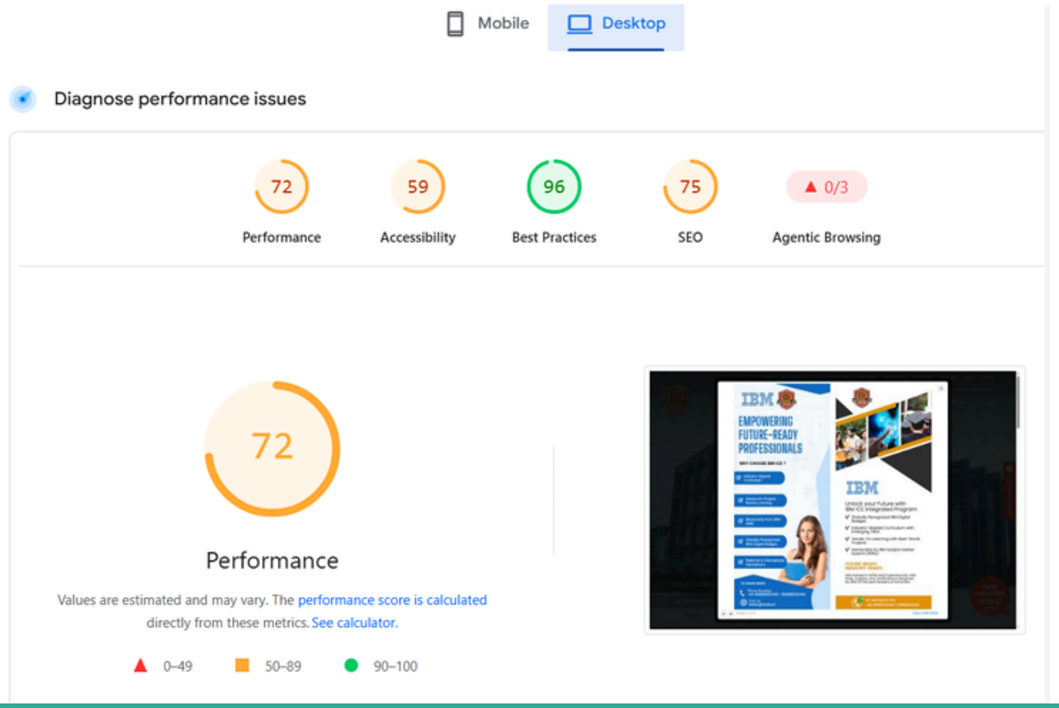


Observation :
Mobile performance is poor, affecting usability and ranking on Google.

Recommendation:
Optizize for mobile rresponsiveness, improve speed and fix usability issues.

DESKTOP PERFORMANCE: FAILED

Desktop perrformance impacts SEO by affecting user experience and ranking. A fast, Well-structured site reduces bounce rates and supports strong visibility. Optimizing speed and navigation is key for engagement and search success.



Observation:

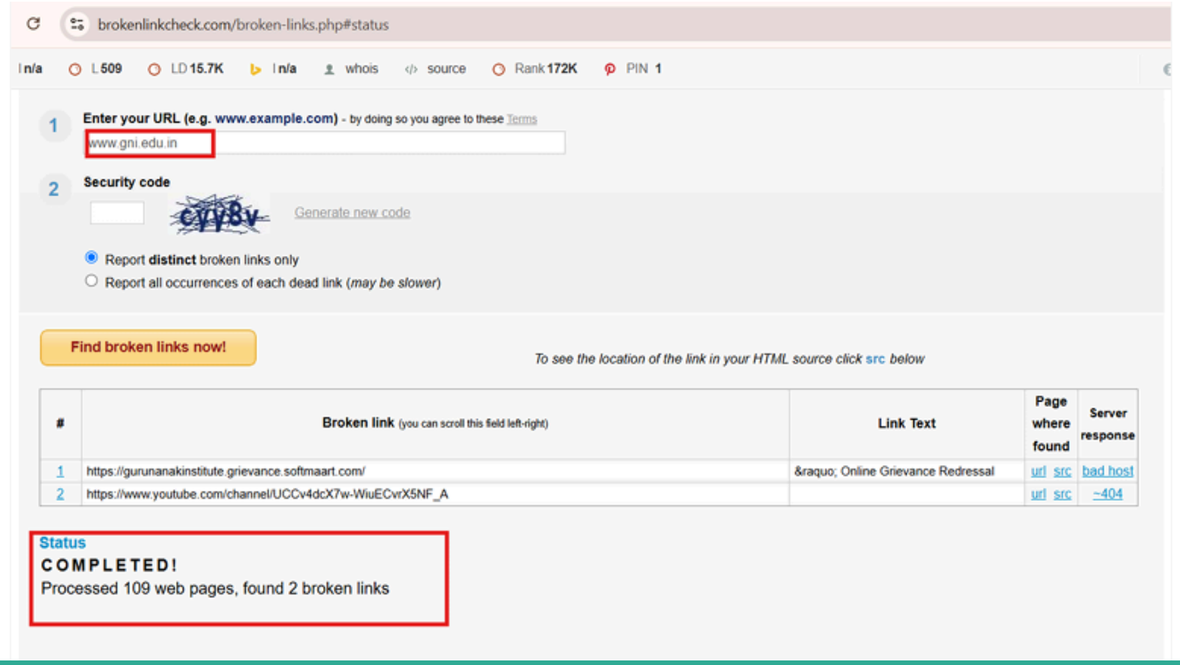
Desktop performace is poor, empacting user experience and ranking on Google.

Recommendation:

Optimizing speed, reduce resources load and improve overall performance.

BROKEN LINKS: FAILED

Link pointing to non exsiting psge create a poor user experience and negatively impact SEO by basting crawl budgt.


brokenlinkcheck.com/broken-links.php#status
n/a
L 509
LD 15.7K
n/a
whois
source
Rank 172K
PIN 1
1
Enter your URL (e.g. www.example.com) - by doing so you agree to these Terms
www.gni.edu.in
2
Security code
Generate new code
Report distinct broken links only
Report all occurrences of each dead link (may be slower)
Find broken links now!
To see the location of the link in your HTML source click src below
| Broken link (you can scroll this field left-right) | Link Text | Page where found | Server response
1 | https://gurunanakinstitute.grievance.softmaart.com/ | » Online Grievance Redressal | url src | bad host
2 | https://www.youtube.com/channel/UCCv4dcX7w-WiuECvrX5NF_A | | url src | -404
Status
COMPLETED!
Processed 109 web pages, found 2 broken links

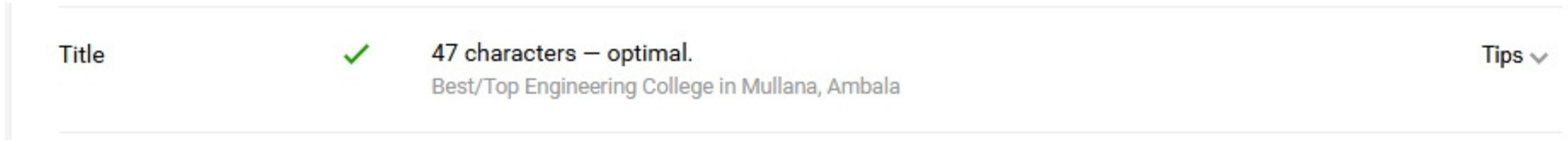
Observation:
Broken links were found on the website.

Recommendation:
Fix or redirect all broken links to improve SEO and user experience.

ON PAGE SEO

META TITLE : PASSED

The clickable heading in search results. It should be with in 50-60 characters.



Observation:

The meta title is 47 characters long , which is with in the recommended SEO length.

Recommendation :

Keep the meta title between 50-60 charchters where possible and include the primary keyword naturally for better SEO.

META DESCRIPTION: PASSED

The clickable heading in search results. It should be with in 50-60 characters.

Meta description
220 characters — optimal.
GNIT and GNIM are approved by AICTE/State Govt. of Haryana, Directorate of Technical Education, Haryana - DTE, affiliated to Kurukshetra University, Kurukshetra and are supported by Mela Singh Memorial Educational Trust.
Tips

Observation:

Meta description is present and optimized.

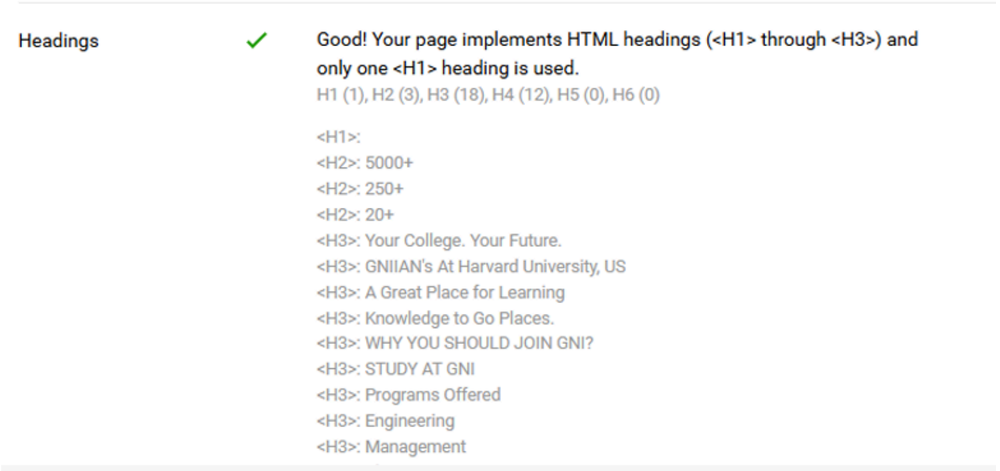
Recommendation :

Keep the meta description clear, relevant and keyword-rich.

HEADER TAGS (H1, H2 etc.):

PASSED

Used to organize content hierarchically. The H1 should be used once per page, usually for the main topic, with H2s for subtopics.



Observation:

Header tags (H1, H2, elc) are properly implemented.

Recommendation :

Maintain one H1 tag and use H2\H3 tags in logical order.

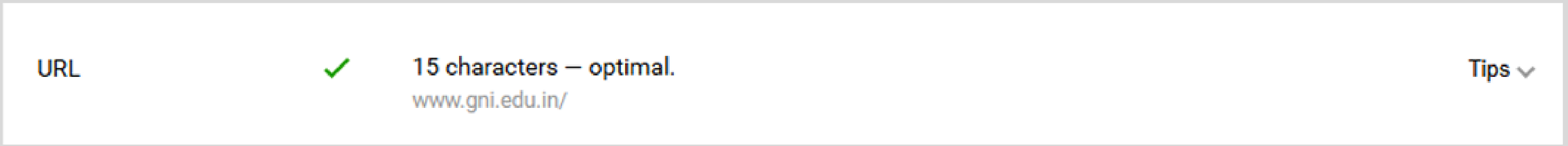
IMAGE OPTIMIZATION (ALT TAGS): FAILED

Describes the content of an image for screen readers and display when image don’t load. In SEO, they improve image accessibility and help search engine understand and index visual content.

Observation:
23 images are missing ALT tags, which reduces image accessibility and SEO performance.
Recommendation :
Add descriptive ALT text to all images to improve accessibility, image indexing and search engine ranking.

URL STRUCTURE: PASSED

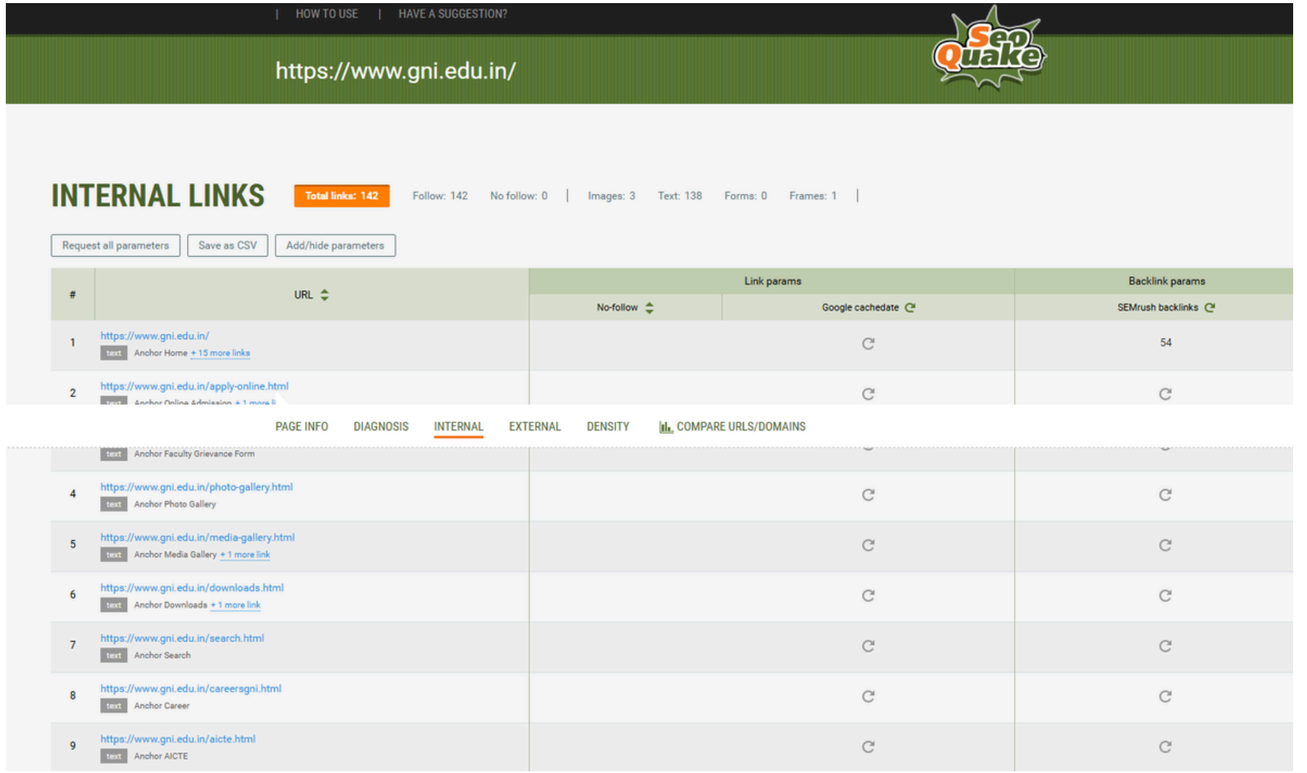
Seo friendly URLs are short, include keywords and use hyphen instead of underscores. Clean URLs are easir to index



Observation:
The website has a clean and SEO - friendly URL structure.
Recommendation :
Keep URLs short, descriptive and keyword - rich.

INTERNAL LINKING : PASSED

Connects pages within the same website using hyperlinks. It helps search enginee crwal your site better and distributes page authority, improving overall SEO and user navigation.



#	URL	Link params		Backlink params
		No-follow	Google cachedate	SEMrush backlinks
1	https://www.gni.edu.in/ text Anchor Home + 15 more links			54
2	https://www.gni.edu.in/apply-online.html			
	text Anchor Faculty Grievance Form			
4	https://www.gni.edu.in/photo-gallery.html text Anchor Photo Gallery			
5	https://www.gni.edu.in/media-gallery.html text Anchor Media Gallery + 1 more link			
6	https://www.gni.edu.in/downloads.html text Anchor Downloads + 1 more link			
7	https://www.gni.edu.in/search.html text Anchor Search			
8	https://www.gni.edu.in/careersgni.html text Anchor Career			
9	https://www.gni.edu.in/aicte.html text Anchor AICTE			

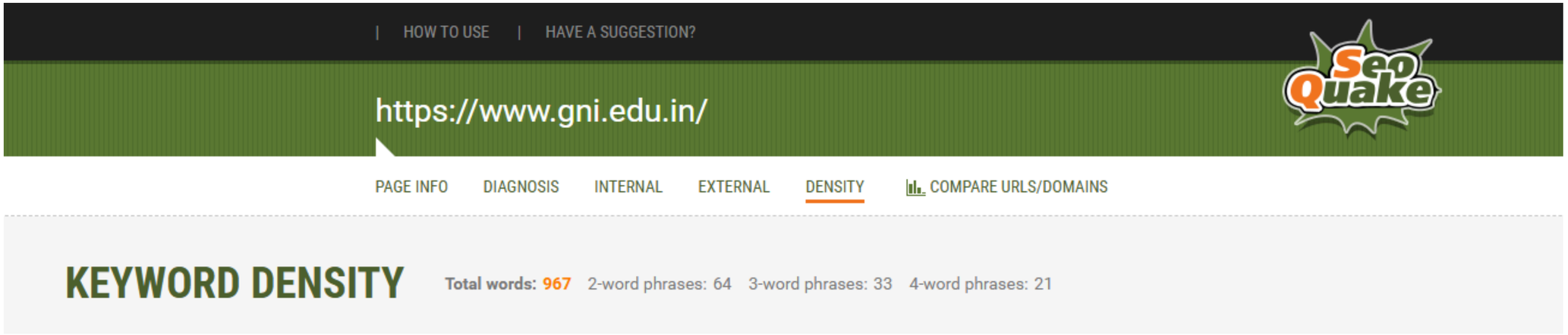
Observation & Recommendation :

Internal linking is implemented well, but add more relevent internal links with proper anchor text to improve SEO and navigation.

CONTENT SEO

CONTENT AMOUNT: PASSED

Content amount refers t the volume of text or media on a webpage. In SEO, sufficcient and relevent content helps search engine understand page context and improves chances of ranking for target keywprds.


| HOW TO USE | HAVE A SUGGESTION?
https://www.gni.edu.in/
SeoQuake
PAGE INFO DIAGNOSIS INTERNAL EXTERNAL DENSITY COMPARE URLS/DOMAINS
KEYWORD DENSITY
Total words: 967 2-word phrases: 64 3-word phrases: 33 4-word phrases: 21

Observation :

Content amount and keywords density are well maintained on the web page.

Recommendation:

Add more high-quality and user-focused content with naturally placed keywords to improve SEO ranking.

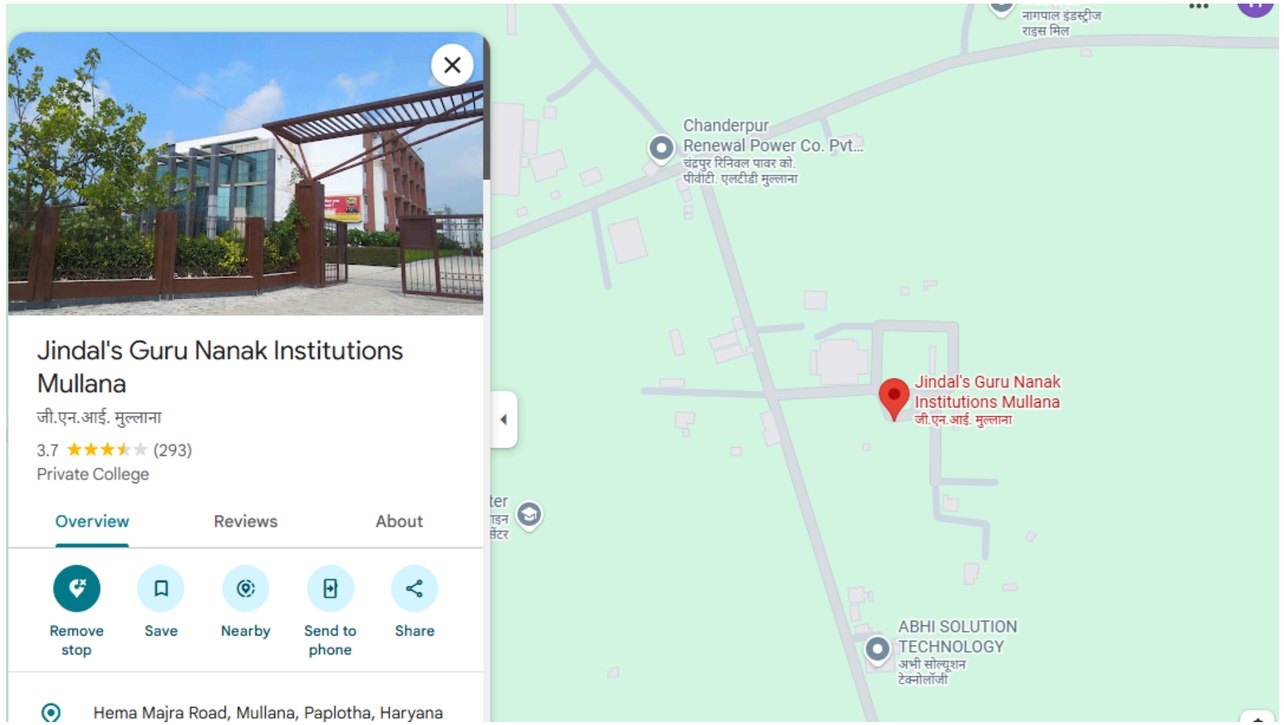
CONTENT QUALITY/ AI CONTENT : PASSED

AI-generated content can negative impact on a website’s SEO if it’s low quality, spammy or lacks originality. Search engine like Google The website content appears to be original with 0% AI- generated content, which supports better SEO and user trust.

Observation :
AI content detection shows 0% AI generated content.
Recommendation:
Continue publishing original, useful and user-focused content.

GOOGLE BUSINESS PROFILE(GBP):PASSED

Google Business Profile (GBP) is correctly set up, allowing the institution to appear in Google Search and Google Maps with essential information such as address, contact details, reviews, and operating hours.



Observation :

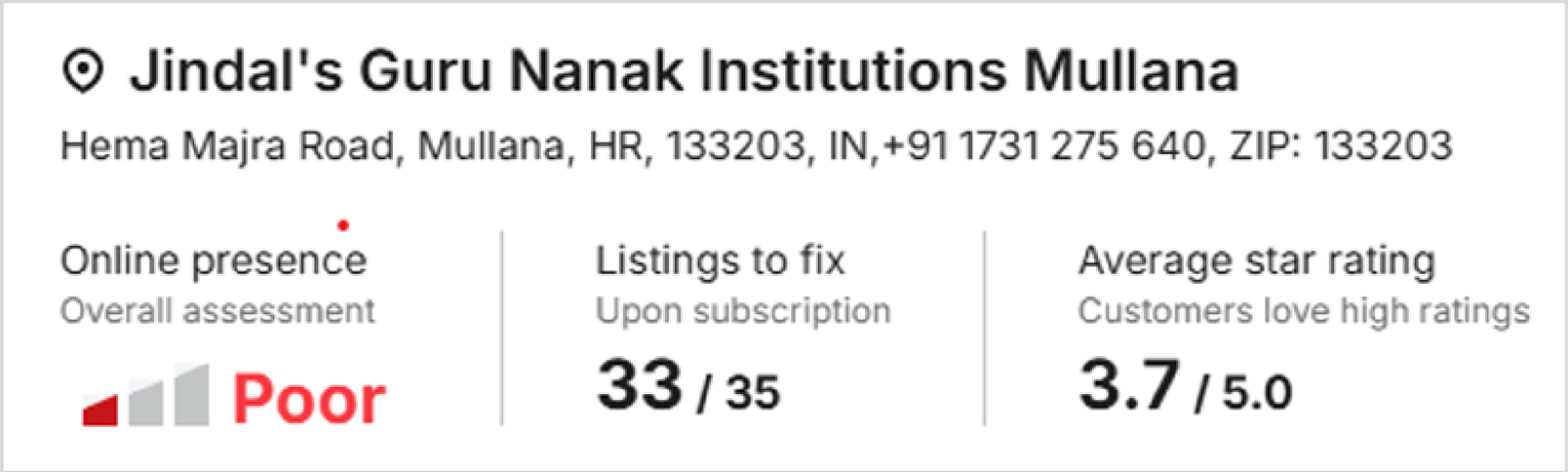
The Google Business Profile is active, verified, and improves local search visibility and user trust.

Recommendation:

Maintain the profile by regularly updating information, adding photos, and responding to student reviews to improve engagement and local SEO.

LOCAL CITATIONS: FAILED

Local citations are online mentions of the institution's Name, Address, and Phone Number (NAP) across business directories and local listing websites that help improve local SEO and search visibility.



Observation :

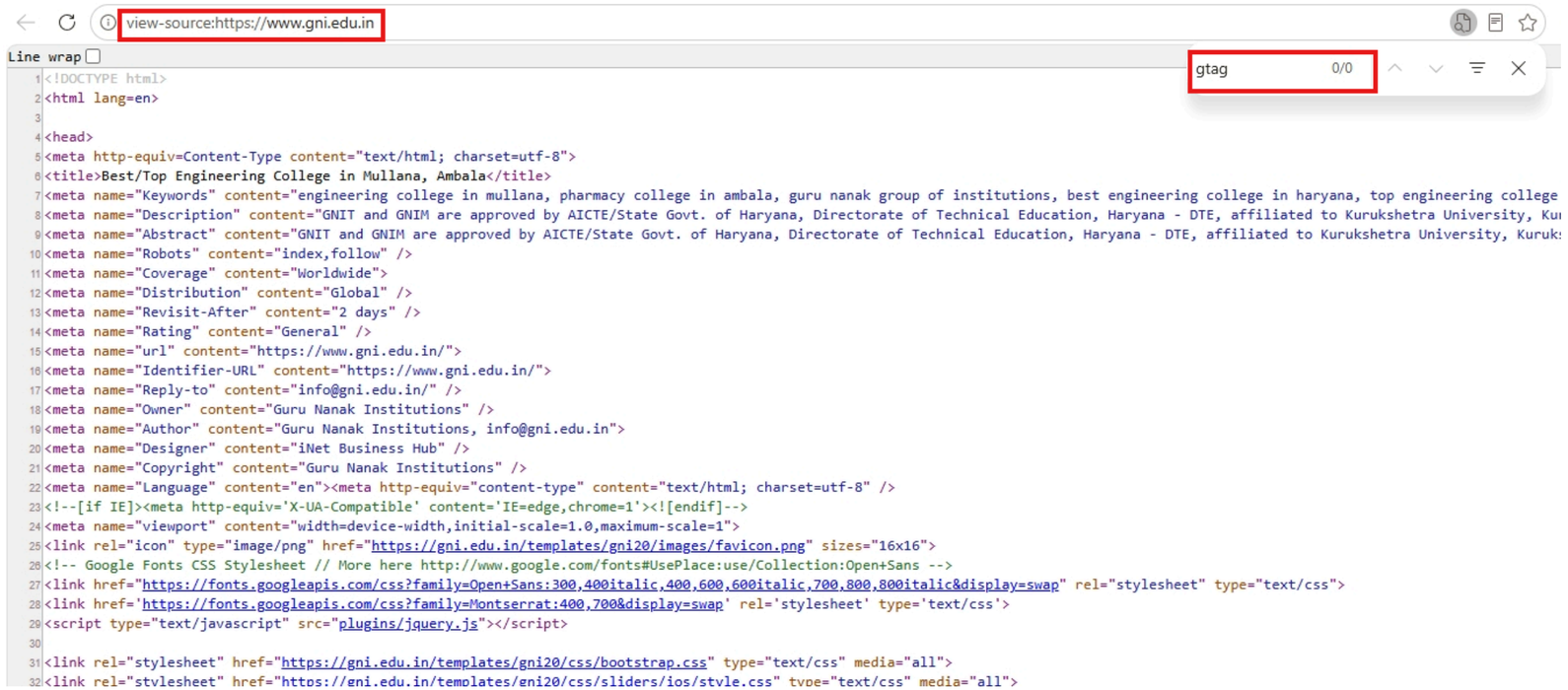
Local citation coverage is poor, with most listings missing or containing inconsistent NAP information (33/35 need fixes).

Recommendation:

Update and standardize NAP details across all local directories and correct missing or inaccurate listings to improve local SEO visibility.

SEO TOOLS
&
MATRICS

GOOGLE ANALYTICS & SEARCH CONSOLE : FAILED

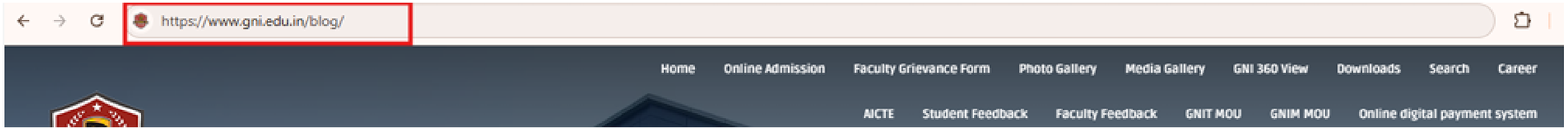

view-source:https://www.gni.edu.in
Line wrap
gtag 0/0
<!DOCTYPE html>
<html lang=en>
<head>
<meta http-equiv=Content-Type content="text/html; charset=utf-8">
<title>Best/Top Engineering College in Mullana, Ambala</title>
<meta name="Keywords" content="engineering college in mullana, pharmacy college in ambala, guru nanak group of institutions, best engineering college in haryana, top engineering college
<meta name="Description" content="GNIT and GNIM are approved by AICTE/State Govt. of Haryana, Directorate of Technical Education, Haryana - DTE, affiliated to Kurukshetra University, Ku
<meta name="Abstract" content="GNIT and GNIM are approved by AICTE/State Govt. of Haryana, Directorate of Technical Education, Haryana - DTE, affiliated to Kurukshetra University, Kuruk
<meta name="Robots" content="index,follow" />
<meta name="Coverage" content="Worldwide">
<meta name="Distribution" content="Global" />
<meta name="Revisit-After" content="2 days" />
<meta name="Rating" content="General" />
<meta name="url" content="https://www.gni.edu.in/">
<meta name="Identifier-URL" content="https://www.gni.edu.in/">
<meta name="Reply-to" content="info@gni.edu.in/" />
<meta name="Owner" content="Guru Nanak Institutions" />
<meta name="Author" content="Guru Nanak Institutions, info@gni.edu.in">
<meta name="Designer" content="iNet Business Hub" />
<meta name="Copyright" content="Guru Nanak Institutions" />
<meta name="Language" content="en"><meta http-equiv="content-type" content="text/html; charset=utf-8" />
<!--[if IE]><meta http-equiv='X-UA-Compatible' content='IE=edge,chrome=1'><![endif]-->
<meta name="viewport" content="width=device-width,initial-scale=1.0,maximum-scale=1">
<link rel="icon" type="image/png" href="https://gni.edu.in/templates/gni20/images/favicon.png" sizes="16x16">
<!-- Google Fonts CSS Stylesheet // More here http://www.google.com/fonts#UsePlace:use/Collection:Open+Sans -->
<link href="https://fonts.googleapis.com/css?family=Open+Sans:300,400italic,400,600,600italic,700,800,800italic&display=swap" rel="stylesheet" type="text/css">
<link href='https://fonts.googleapis.com/css?family=Montserrat:400,700&display=swap' rel='stylesheet' type='text/css'>
<script type="text/javascript" src="plugins/jquery.js"></script>
<link rel="stylesheet" href="https://gni.edu.in/templates/gni20/css/bootstrap.css" type="text/css" media="all">
<link rel="stylesheet" href="https://gni.edu.in/templates/gni20/css/sliders/ios/style.css" type="text/css" media="all">
<link rel="stylesheet" href="https://gni.edu.in/templates/gni20/style.css" type="text/css" media="all">
<link rel="stylesheet" href="https://gni.edu.in/templates/gni20/css/responsive.css" type="text/css" media="all">
<link rel="stylesheet" href="https://gni.edu.in/templates/gni20/css/font-awesome.min.css" type="text/css" media="all">
<link rel="stylesheet" href="https://gni.edu.in/templates/gni20/css/animate.min.css" type="text/css" media="all">
<link rel="stylesheet" href="https://gni.edu.in/templates/gni20/css/owl.carousel.min.css" type="text/css" media="all">
<link rel="stylesheet" href="https://gni.edu.in/templates/gni20/css/owl.theme.default.min.css" type="text/css" media="all">
<link rel="stylesheet" href="https://gni.edu.in/templates/gni20/css/owl.transitions

OTHER MATRICS

BLOG SUBMISSION:

FAILED

A blog section adds fesh, keyword -rich content to your site, improving search visibility . It helps target long-tail keywords, attract backlinks, and keep users engaged-boosting overall SEO performance.



Observation :

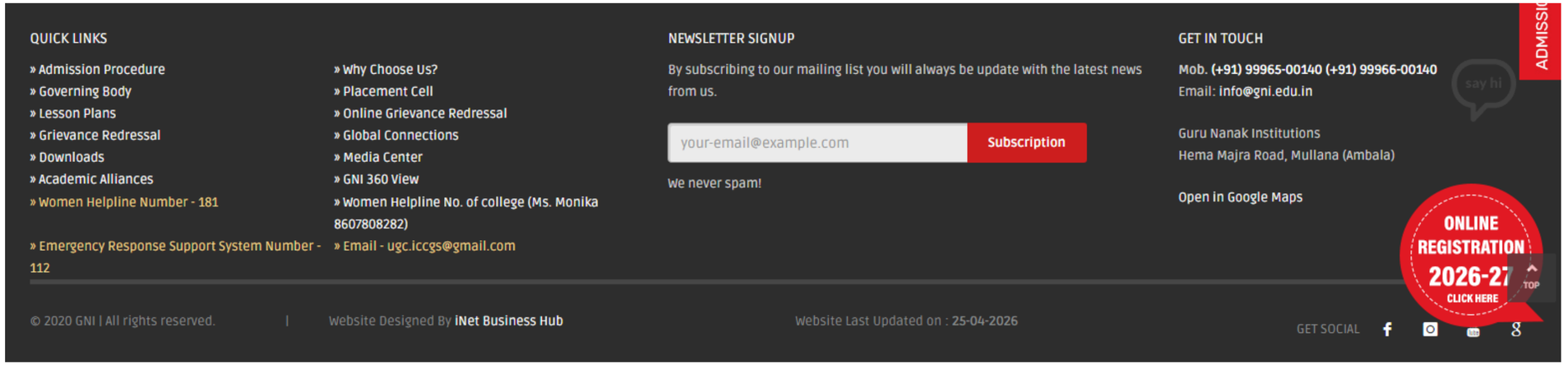
We have observed that your website does not have a blog page.

Recommendation:

Adding blogs in the new/events section or creating a dedicated blog page on website can help improve search engine rankings.

SOCIAL MEDIA: PASSED

The website has integrated social media profiles in the footer, allowing users to connect through multiple platforms. Social media integration helps improve brand visibility, user engagement, and online presence while supporting digital marketing and SEO efforts.


QUICK LINKS
» Admission Procedure
» Governing Body
» Lesson Plans
» Grievance Redressal
» Downloads
» Academic Alliances
» Women Helpline Number - 181
» Emergency Response Support System Number - 112
» Why Choose Us?
» Placement Cell
» Online Grievance Redressal
» Global Connections
» Media Center
» GNI 360 View
» Women Helpline No. of college (Ms. Monika 8607808282)
» Email - ugc.iccgs@gmail.com
NEWSLETTER SIGNUP
By subscribing to our mailing list you will always be update with the latest news from us.
your-email@example.com
Subscription
We never spam!
GET IN TOUCH
Mob. (+91) 99965-00140 (+91) 99966-00140
Email: info@gni.edu.in
Guru Nanak Institutions
Hema Majra Road, Mullana (Ambala)
Open in Google Maps
ONLINE REGISTRATION 2026-27
CLICK HERE
© 2020 GNI | All rights reserved.
Website Designed By iNet Business Hub
Website Last Updated on : 25-04-2026
GET SOCIAL

Observation :

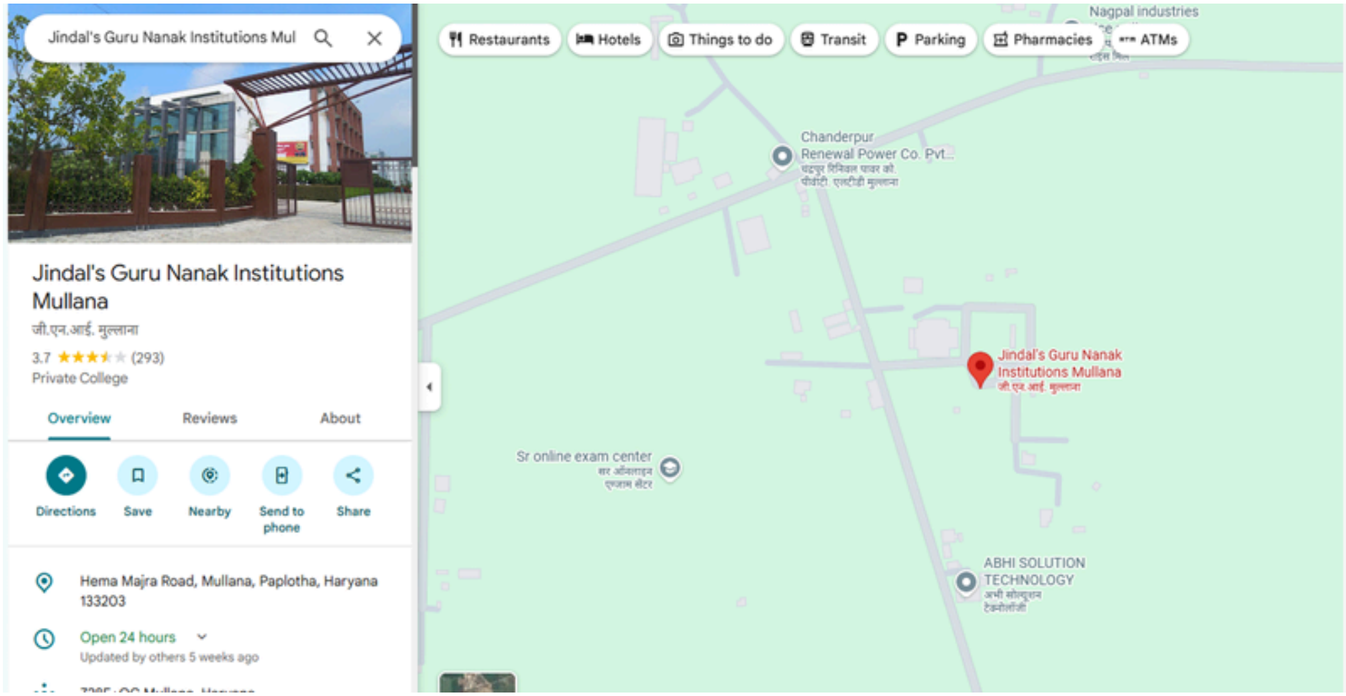
Social media icons are available and accessible in the website footer.

Recommendation:

Regularly update social media profiles and ensure all links remain active and

NAP ON WEBSITE: PASSED

Nap (Name, Address, Phone number) information is available and consistent on the website\Google buiseness listing.



Observation :

Business name and location detaild are visible on Google Maps

Recommendation:

Keep NAP details updated and consistent across all online platforms to improve local SEO.

Thank You